

One Health

Social Media Strategy

Case Study

17.02.2025

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Client overview

Client	Client Goals	My roles
General hospital in New York City that's been around for more than 50 years	Generate awareness for the One Health digital services	Research competition and create social media strategy
Offers diagnostic and therapeutic services and was once considered one of the top hospitals in the U.S	Establish the relevance of the digital services	Create content concept and content pillars, propose content plan and calendar
created a digital service where patients can consult with their doctors online	Build a loyal community of followers and advocates	Update social media brand guidelines, create social media accounts and posts, create social media playbook

Competitor Analysis

NYU Langone Health

- Platforms: Facebook, Instagram, X, Youtube
- What they do well: "Hearts for Phyllis" campaign, which shared a patient's heart transplant journey gathered 100,000 likes. Effective brand presence and community engagement
- Posts about health education, medical innovations, patient and doctor stories, community engagement and real time updates

Content Pillars

Health Education

Educates the audience on preventive healthcare, wellness tips, and medical awareness through engaging infographics and expert-backed posts.

Post 1: "National Food Safety Education Month: Top 5 Food Safety Tips"

Digital Health and Innovation

Establishes One Health as a trusted leader in telemedicine and digital healthcare by sharing success stories, service benefits, and industry advancements.

Post 1: "Top 3 Benefits of Using One Health's Telemedicine Service"

Patient and Doctor Stories

Builds trust and emotional connection by showcasing real (or research-based) patient journeys, doctor insights, and health transformation stories.

Post 1: "Why Self-Care Isn't Selfish" : Summary of an article by Dr. Z on self-care strategies, reframed as part of One Health's mental health awareness efforts.

Content Plan

Week 1		
Post details	Platform(s)	Scheduled date/time
Post 1: "National Food Safety Education Month: Top 5 Food Safety Tips" <ul style="list-style-type: none">Content Pillar: Health EducationFormat: Time sensitiveText: 5 food safety tipsImagery/link: infographic	Platform 1: Instagram	01.02 10:00
	Platform 2: Facebook	01.02 10:00
	Platform 3: X	01.02 11:00
Post 2: "One Health: New Telemedicine App" <ul style="list-style-type: none">Content Pillar: Digital Health& InnovationFormat: EvergreenText: blog summary on app launchImagery/link: infographic	Platform 1: Instagram	03.02 10:00
	Platform 2: Facebook	03.02 10:00
	Platform 3: X	03.02 11:00
Post 3: "How to calm your anxiety at night" <ul style="list-style-type: none">Content Pillar: Health EducationFormat: EvergreenText: summary of articleImagery/link: infographic with audio	Platform 1: Instagram	04.02 10:00
	Platform 2: Facebook	04.02 10:00
	Platform 3: X	04.02 11:00

Moodboard



One Health



Branding Guidelines

1. Brand Consistency

- Use a consistent color palette that aligns with One Health's branding
- Include the One Health logo in infographics and branded content.
- Stick to a cohesive style across all platforms (modern, professional, and friendly)

2. Image Types & Recommendations

Educational Posts (Infographics, Tips, Health Awareness)

- Format: Clear and concise text with icons/illustrations.
- Colors: Use high-contrast colors for readability.

Patient & Doctor Stories

- Photos of people (smiling, positive, diverse representation).
- Avoid overly staged stock photos—use real or high-quality, natural-looking images.
- Soft lighting and warm tones for an approachable feel.

Event-Based Posts (e.g., World Sepsis Day, National HIV Testing Day)

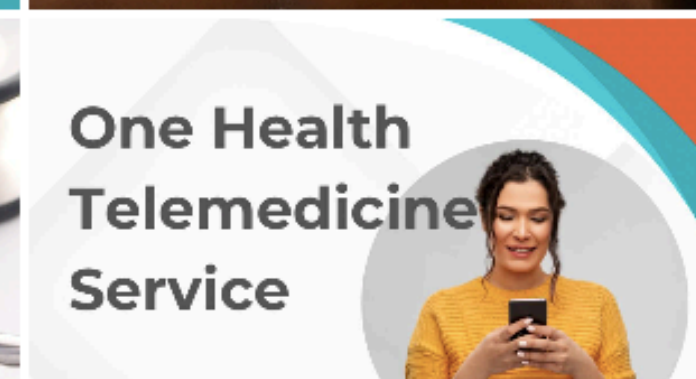
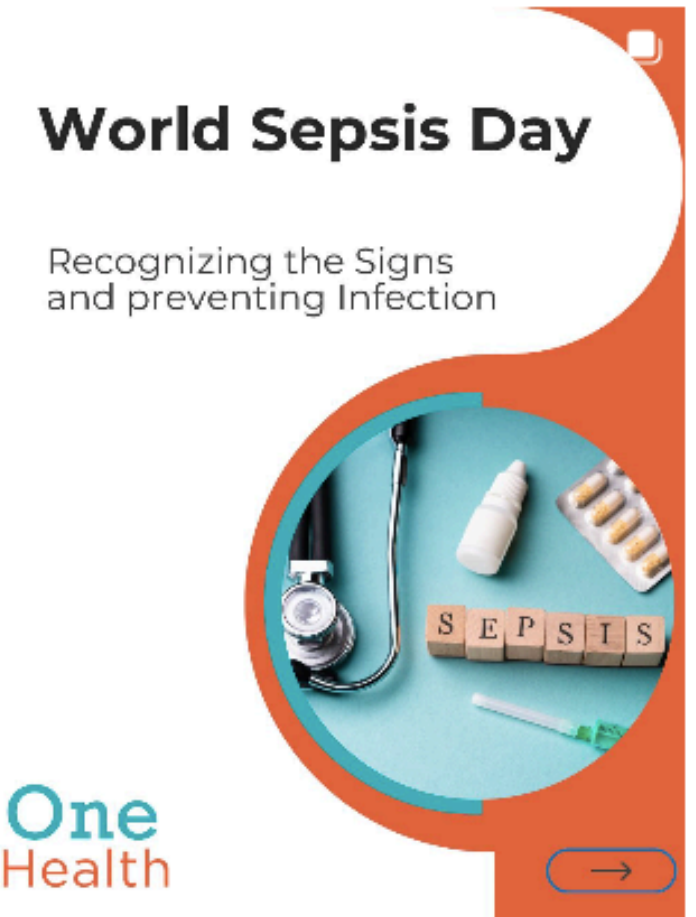
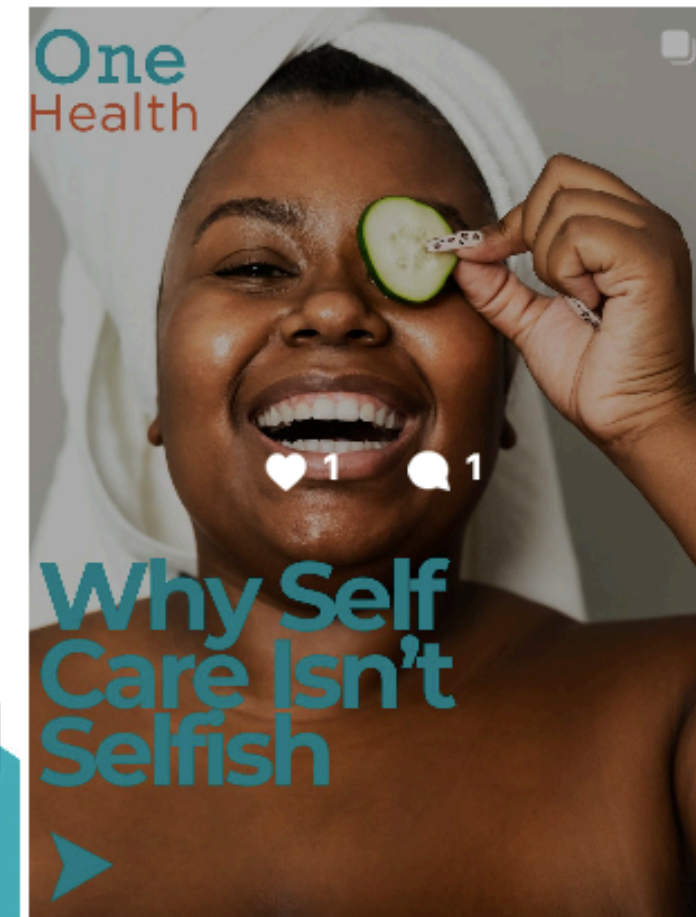
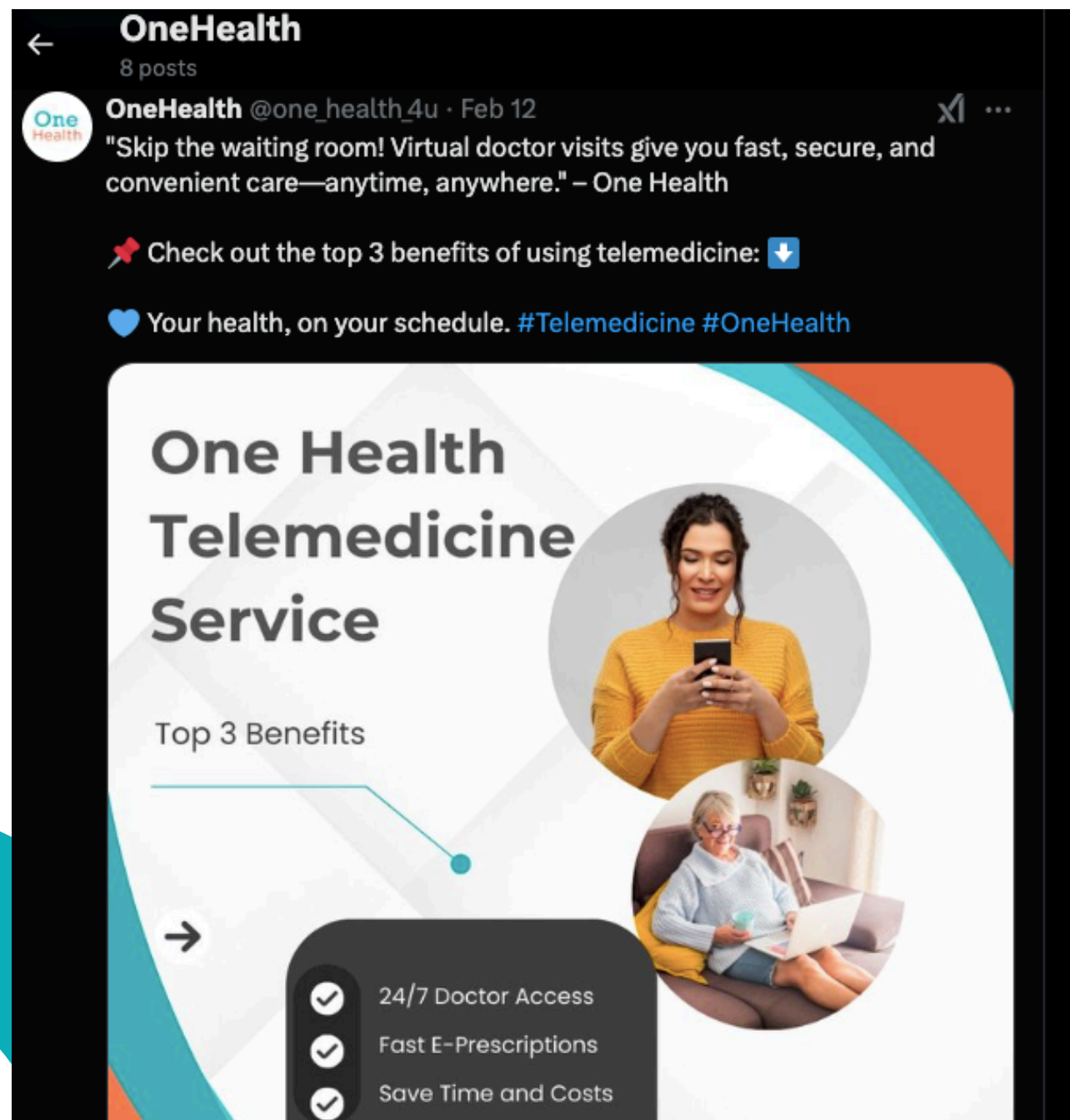
- Simple visuals with event-related icons (e.g., ribbon for awareness campaigns).

Image Library



Content Creation

- Visual content created with Canva and adapted for each platform
- Video content created with animoto



Content Creation- Plan

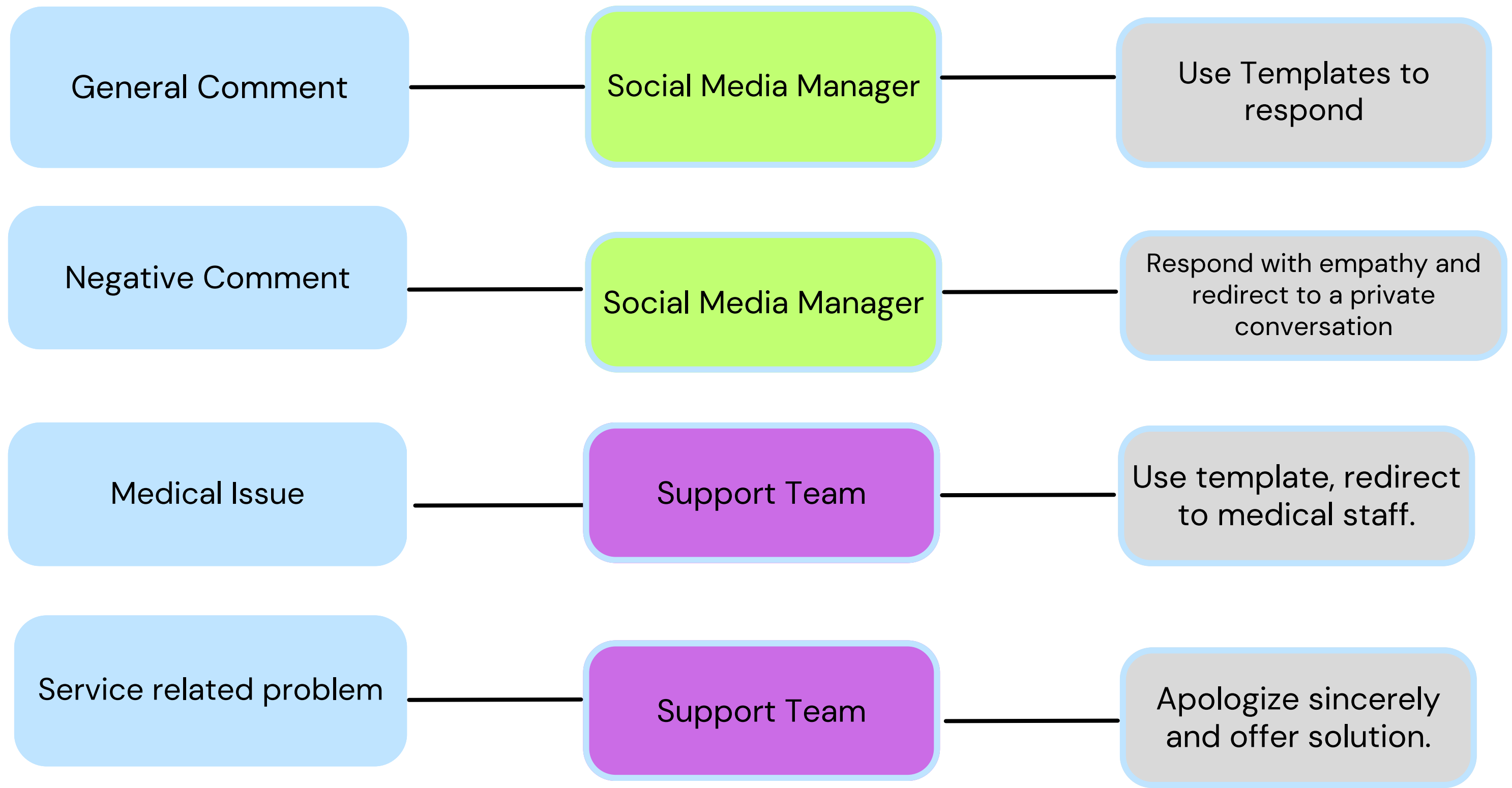
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Strikethrough (⌘+Shift+X)							
A1 fx Date							
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1	Date	Copy for Facebook	Source/ Links	Copy for Instagram			
2		National Food Safety Education Month: Top 5 Food Safety Tips	https://www.canva.com/design/DAGeUm-PYDM/p9KrVfejSPM7				
3	1.2.2025	<p>🔴 September is National Food Safety Education Month! 🔴</p> <p>Foodborne illness affects 1 in 6 Americans each year! Follow these 5 simple food safety tips to protect yourself and your family:</p> <p>📌 Save & Share to help keep food safe this month! 💙 What's one food safety rule you always follow? Tell us in the comments! 📌 #FoodSafety #OneHealthTips</p>		<p>💎 Swipe ➡️ to Learn 5 Essential Food Safety</p> <p>🔴 September is National Food Safety Educa</p> <p>To prevent foodborne illness, follow these 5 si</p> <p>💙 Tag a friend who needs these reminders! 📌</p>			
4		One Health: New Telemedicine App	https://www.canva.com/design/DAGeaiLLpyw/NxZuXASHRhbt				
5	3.2.2025	<p>🚀 Introducing the One Health Telemedicine App! 📱📞</p> <p>💙 Healthcare just got easier!</p> <p>📌 Would you try virtual doctor visits? Tell us in the comments! 📌 #OneHealthDigital #Telemedicine</p>		<p>Say hello to One Health's new telemedicine ap</p> <p>💙 Tag a friend who should try virtual healthca</p>			
6		How to calm your anxiety at night	https://www.canva.com/design/DAGeUxMSQ8A/81T4gE8817a1				
	4.2.2025	<p>🛌 Struggling with nighttime anxiety? You're not alone. Anxiety can make it hard to fall asleep and stay asleep, but small changes can help!</p> <p>Here are 5 expert-backed tips for a calmer night:</p> <p>📌 Save & Share if you found these tips helpful! What's your go-to trick for better sleep? Tell us in the comments! 💙🧘</p> <p>🔗 Learn more: https://health.clevelandclinic.org/how-to-calm-your-anxiety-at-night?_ga=2.204074904.946248299.1622125943-1093783508.1622125943</p>		<p>🛌 Tossing and turning at night? Here's how to</p> <p>➡️ Swipe for details! 📌</p> <p>💙 Tag a friend who needs better sleep! #Mer</p>			

Convert to table

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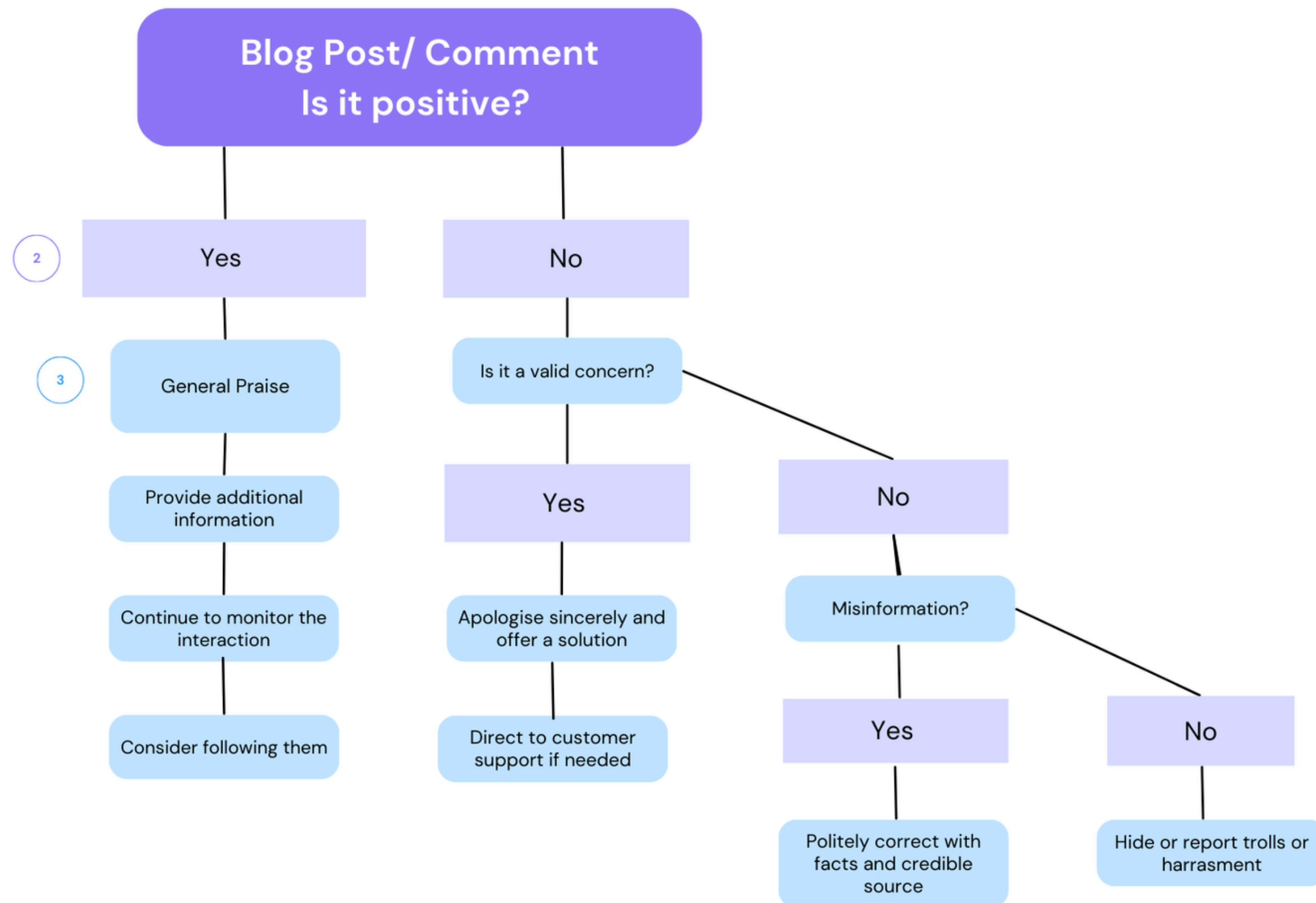
Social Media Playbook

Response Process Proposal



Social Media Playbook

Response Guideline



GROWTH STRATEGY PLAN

Partnerships with Influencers and Brands

01

- Partnering with trusted health influencers and brands will help increase credibility and broaden One Health's audience.

02

- Influencers specializing in digital health, wellness, and fitness can drive engagement by demonstrating the convenience of telemedicine.

03

- Similar brands have leveraged partnerships successfully to increase app downloads and brand trust.



One
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RATIONALE



01

Influencers & brands build trust and authority

- People are more likely to trust healthcare recommendations from familiar and credible sources.
- Medical & wellness influencers can effectively educate their audiences about telemedicine benefits.

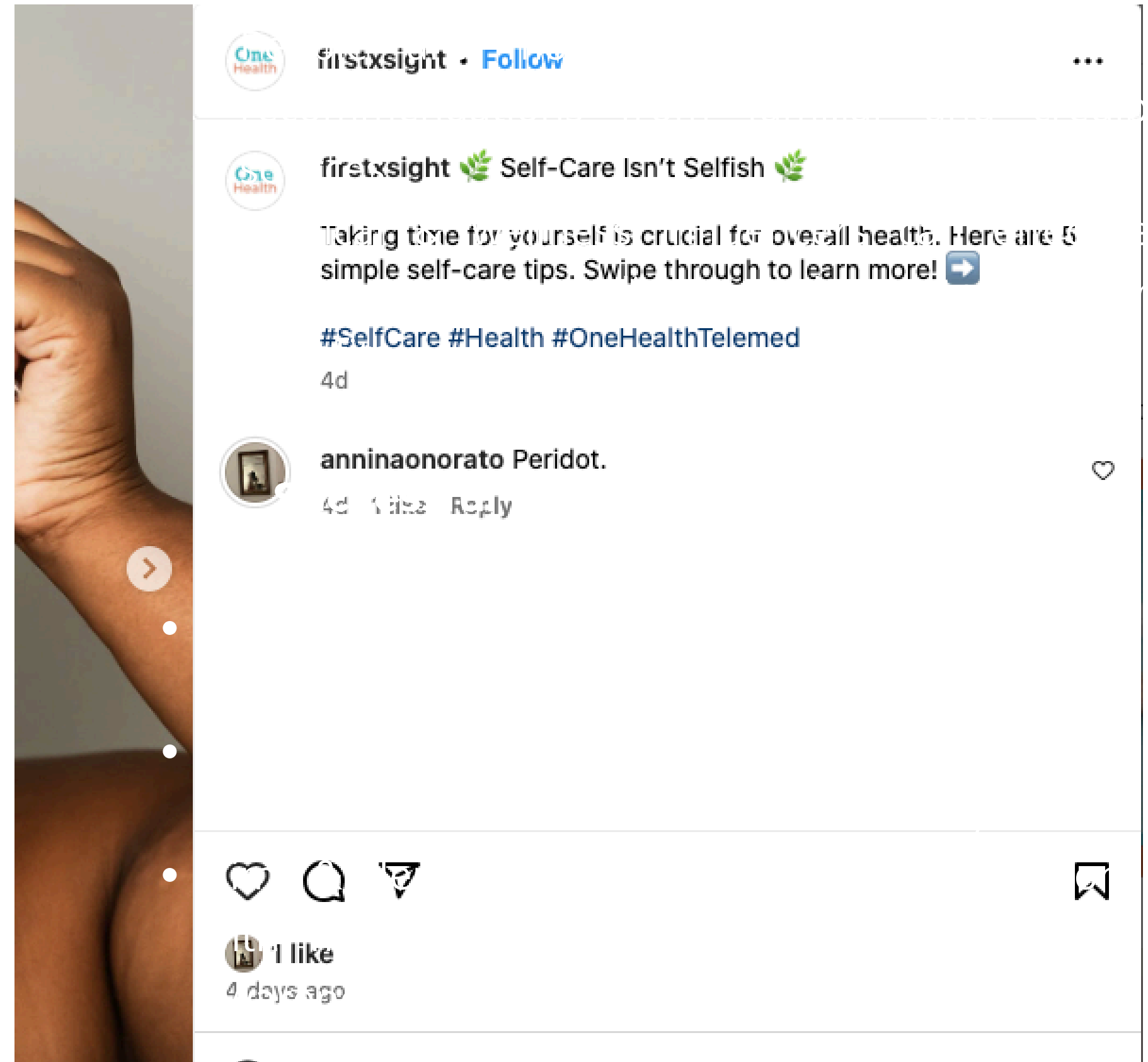
02

Successful Case Studies in Healthcare Partnerships

- Maven Clinic partnered with women's health advocates to expand its reach.
- Teladoc Health leveraged partnerships with wellness influencers to increase credibility.
- Hims & Hers Health used content collaborations with mental health advocates to grow brand awareness.

RESULTS

- 1 Like and 1 comment for the self care post on Instagram shortly after posting
- Engagement will be tracked regularly



Reflections

- Communication with client frequent and clear
- Establish from the beginning how many edits are included in the agreement
- don't skip the thorough research and planning
- choose the right social media platform to target your peronas
- don't forget to adapt the content to suit each platfrom but keep it simple
- Canva pro is very helpful for quality content
- the Instagram feed is looked at as a whole so check how all the posts look like together